

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-07 LAB-04 NSAE-00
PA-02 SIL-01 USIA-15 PRS-01 OES-07 AGRE-00 /058 W
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R 310755Z JAN 78
FM AMEMBASSY PRAGUE
TO USDOC WASHDC
INFO SECSTATE WASHDC 4610
AMEMBASSY BERLIN
AMEMBASSY BUCHAREST
AMEMBASSY BUDAPEST
AMEMBASSY MOSCOW
AMEMBASSY SOFIA
AMEMBASSY VIENNA
AMEMBASSY WARSAW

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USDOC FOR BEWT

VIENNA FOR TRADE FAIR SUPPORT OFFICE

E.O. 11652: N/A
TAGS: BEXP, CZ
SUBJECT: PROPOSED FY79 TRADE PROMOTION EVENT SCHEDULE

REF: (A) STATE 285436 (NOTAL), (B) USDOC 22616
(C) USDOC 22089 (NOTAL), (D) STATE 255264

1. SUMMARY: EMBASSY COMMENTS ON PROPOSED FY 79 TRADE
PROMOTION SCHEDULE FOR CZECHOSLOVAKIA. THEMES AND TIMES
SUGGESTED ARE ACCEPTABLE, WITH EXCEPTION OF PRINTING AND
GRAPHIC ARTS TSS. IF USDOC DOES NOT SCHEDULE FULL EXHIBIT
AT INCHEBA 79, EMBASSY BELIEVES BDO AT THAT TRADE FAIR IS
ADVISABLE. END SUMMARY.

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2. TRADE PROMOTION PROGRAM SUGGESTED IN REF D PRESENTS
BALANCED AND VIABLE SCHEDULE. EMBASSY COMMENTS ON EACH
PHASE OF PROGRAM FOLLOW.

3. TRADE FAIR: BRNO: EMBASSY ACCEPTS THEME OF
LABORATORY INSTRUMENTS FOR 1979 BRNO EXHIBIT AS
PROPOSED REF C. MARKET POTENTIAL FOR SUCH EQUIP-

MENT APPEARS GOOD AND THEME STRIKES US AS EASILY RECRUITABLE. EMBASSY ALSO BELIEVES THAT PRIME EXHIBIT SPACE CAN BE OBTAINED FROM BRNO FAIR AUTHORITIES FOR SUCH A THEME. FURTHER REFINEMENT OF THIS BROAD AREA SHOULD BE MADE WELL IN ADVANCE OF 79 FAIR, AND MARKET ASSESSMENTS CURRENTLY UNDER WAY (FOR EXAMPLE POLLUTION CONTROL STUDY MENTIONED IN PARA 9 BELOW) MAY ASSIST IN THIS EFFORT. IF SPECIAL STUDY SEEMS NECESSARY, EMBASSY WILL PREPARE MARKET STUDY OF INDUSTRY TO BE SUBMITTED DURING FIRST QUARTER OF FY 79.

4. TRADE FAIR: INCHEBA: EMBASSY UNDERSTANDS THAT USDOC WOULD BE RELUCTANT TO COMMIT RESOURCES TO EXHIBIT AT INCHEBA FAIR IN 1979, BUT BELIEVES THAT POSSIBILITY SHOULD NOT BE FORECLOSED PRIOR TO ASSESSMENT OF 1978 EFFORT. RESULTS OF 1978 INCHEBA SHOULD BE EVALUATED BOTH IN TERMS OF CZECHOSLOVAK MARKET AND POTENTIAL FOR REACHING CEMA-WIDE CHEMICAL AUDIENCE. IF BRATISLAVA FAIR IS REASONABLE VEHICLE FOR THIS IMPORTANT INDUSTRY, THEN REPEAT PERFORMANCE IN 1979 SHOULD BE SERIOUSLY CONSIDERED (THOUGH, AS ALWAYS, EMBASSY INSISTS THAT IF CZECHOSLOVAKIA IS TO HAVE BUT ONE USDOC EXHIBIT, IT SHOULD BE AT BRNO).

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5. BDO: INCHEBA: IF DECISION AGAINST FULL EXHIBIT AT INCHEBA IS MADE, EMBASSY STRONGLY RECOMMENDS BRATISLAVA AS SITE FOR BDO (REF B). COMMERCIAL SECTION WISHES TO MAINTAIN CONTACT WITH FAIR AUTHORITIES SHOULD WE EXHIBIT AT INCHEBA IN FUTURE, AND EMBASSY WISHES TO RETAIN INCHEBA FAIR AS MEANS OF PUBLICIZING ITSELF IN SLOVAK CAPITAL.

6. TECHNICAL SALES SEMINAR: LASERS FOR SCIENCE: PRELIMINARY INVESTIGATIONS INDICATE THEME AND TIMING (JANUARY 1979) ARE EXCELLENT. FURTHER INFORMATION WILL BE SUPPLIED IN MARKET ASSESSMENT REQUESTED PARA 4, REF A.

7. TSS: GARMENT PRODUCTION EQUIPMENT: MAY 1979 IS GOOD TIME FOR THIS SEMINAR. INVESTA (RESPONSIBLE FOREIGN TRADE CORPORATION) HAS INDICATED STRONG INTEREST IN THIS SEMINAR AND COOPERATED CLOSELY WITH EMBASSY IN SPONSORING LAST YEAR'S TSS ON TEXTILE EQUIPMENT. THE GARMENT INDUSTRY FALLS UNDER AUSPICES OF NATIONAL MINISTRIES OF INDUSTRY (CZECH AND SLOVAK), AND IS CONCENTRATED

IN TWO TRUSTS OF ENTERPRISES. SLOVAKOTEX IN TRENCIN CONTROLS ALL GARMENT PRODUCTION IN THE SLOVAK REPUBLIC WHILE ODEVNI PRUMYSL, PROSTEJOV, IS RESPONSIBLE FOR CLOTHING PRODUCTION IN THE CZECH REPUBLIC. THERE ARE AN ADDITIONAL FOUR TRUSTS IN THE CZECH REPUBLIC RESPONSIBLE FOR THE KNITTING INDUSTRY, AND PRODUCTS FROM WOOL, COTTON, AND FLAX. IN SLOVAKIA, THESE PRODUCTION ASPECTS ARE ALSO HANDLED BY SLOVAKOTEX. PRELIMINARY INTEREST IS INDICATED IN THE FOLLOWING AREAS:

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A) EQUIPMENT AND TECHNOLOGY FOR THE AUTOMATIC PREPARATION OF MATERIALS FOR CLOTHING PRODUCTION, SUCH AS THE COMPUTER-RUN AUTOMATIC PATTERN PRODUCING MACHINE RECENTLY PURCHASED BY INVESTA FROM MARKEMATIC;

B) RATIONALIZATION IN THE CUTTING PROCESS WHICH INCLUDES NEW CUTTING TECHNOLOGIES SUCH AS LASERS AND WATER;

C) NEW NON-SEWING TECHNOLOGIES FOR PUTTING CLOTHES TOGETHER;

D) TECHNOLOGIES AND EQUIPMENT FOR STORING UNCLASSIFIED

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MATERIAL IN BULK BEFORE PROCESSING, MOVING MATERIAL TO PRODUCTION AREA, AND MOVEMENT AND STORAGE OF FINISHED PRODUCTS -- IN SHORT MATERIALS HANDLING FOR GARMENT INDUSTRY;

E) AUTOMATIC QUALITY CONTROL EQUIPMENT AND TECHNOLOGY FOR GARMENT PRODUCTION (COULD BE INCLUDED IN PROCESS CONTROL TSS, JUNE 1978);

F) NOVELTIES IN PRODUCTION PROCESS; FOR EXAMPLE, NEW DEVELOPMENTS IN SEWING PROCESS, TECHNOLOGIES INVOLVED IN SHIFT FROM SERIES PRODUCTION TO COMPONENT PRODUCTION USING SINGLE-PURPOSE MACHINERY FOR PRODUCTION OF PARTS, AND GENERAL LABOR-SAVING TECHNOLOGY.

8. TSS: PRINTING AND GRAPHIC ARTS EQUIPMENT: EMBASSY RECOMMENDS THAT THIS SEMINAR NOT COME TO CZECHOSLOVAKIA. TWO FTO'S, KOVO AND ARTIA, ARE RESPONSIBLE FOR THIS AREA, AND NEITHER IS PARTICULARLY RECEPTIVE TO AMERICAN INITIATIVE. PART OF PROBLEM STEMS FROM POLITICAL SENSITIVITY TO RAMIFICATIONS OF ENHANCED INFORMATION DISSEMINATION SYSTEMS. MORE IMPORTANTLY, MARKET HERE DOES NOT SEEM TO BE EXPANDING RAPIDLY ENOUGH TO JUSTIFY GOVERNMENT-BACKED MARKETING EFFORT. EMBASSY RECOMMENDS FOLLOWING TWO THEMES BE CONSIDERED AS SUBSTITUTES FOR THIS MARCH 1979 PERIOD.

9. TSS: POLLUTION CONTROL EQUIPMENT OR OFFICE MACHINES AND SYSTEMS: EMBASSY IS CURRENTLY CONDUCTING MARKET ASSESSMENTS IN THESE TWO INDUSTRIES UNCLASSIFIED

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AND WILL SUBMIT RESULTS BY END OF THIRD QUARTER FY 78. FOR POLLUTION CONTROL, INITIAL CONVERSATIONS SHOW INTEREST IN AREAS OF INDUSTRIAL EMISSION CONTROLS (BOTH SOLID AND GASEOUS), AND WATER MANAGEMENT. POTENTIAL AREAS FOR BUSINESS MACHINES ARE WORD

PROCESSING SYSTEMS, COMPLETE DUPLICATING SYSTEMS
(INCLUDING FOLDING, DISTRIBUTION, ETC.) AUTOMATIC
CLOCKING DEVICES FOR LABOR, MICR-PROCESSORS AS
ADDITIONAL EQUIPMENT, AND DEVICES FOR DATA
PREPARATION FOR COMPUTERS.
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